

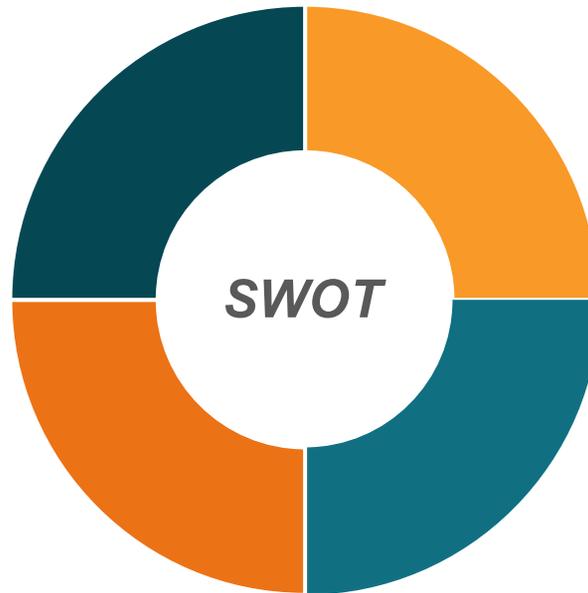
Nonprofit SWOT Analysis

The Ehlers-Danlos Society, Abbey Crank

- **Strengths (INTERNAL ENVIRONMENT)** – What strengths does the nonprofit have now and how will these strengths evolve moving forward?
- **Weaknesses (INTERNAL ENVIRONMENT)** – What are the deficiencies in the program or services? Which areas should be improved first?
- **Opportunities (EXTERNAL ENVIRONMENT)** – What are the external elements that your nonprofit could use to its advantage? How can the nonprofit leverage partnerships and new innovations to grow? What would the nonprofit consider doing in future?

STRENGTHS

- People with EDS/HSD are passionate. Many are willing to share their stories to us as content.
- The Ehlers-Danlos Society is global; there are representatives and research opportunities everywhere to get people involved, not just in the United States.
- Using the internet, we made virtual support groups and events. The accessibility of information is strong.
- Health professionals use The Ehlers-Danlos Society as a resource, and many participate in our research events + studies.
- We have many followers on social media. Facebook: 129,000 followers, Instagram: 81,400, Twitter: 23,200.
- There are many resources provided on the website. From information to finding actual doctors, it's a great tool for newcomers to use when finding helpful info.



WEAKNESSES

- We aren't on TikTok, when it's one of the fastest-growing social media platform.
- The website may be confusing for the older crowd of people looking for information. There might be too many tabs for them to handle.
- While EDS is getting more recognition, it's not as big as cancer nonprofits. Many people may see EDS as a nonimportant disease compared to fatal illnesses.
- While this nonprofit is popular within the community, I think we could find new ways to reach the general population.
- On social media, it's mostly graphics— with hints of personal stories. There could be more variety to shake up the feed and gain traction.

OPPORTUNITIES

- EDS is getting recognition and awareness as a condition on social media, specifically TikTok. We can make a TikTok account to benefit sharing information this way.
- October 17-23 is Invisible Disabilities Week, meaning we should do something to commemorate the day.
- On social media, there are many EDS/HSD influencers with a following. We could team up to make money for the NPO.
- It may be positive to find a way to create a partnership with medical schools to help aid research in EDS awareness.
- We could possibly pair up with NPOs focusing on comorbid conditions (conditions that all go together), like Standing Up To POTS.
- An educational podcast might also be a great way to spread information.
- It wouldn't hurt to get publicity from a celebrity, like Billie Eilish who has EDS.

THREATS

- There are many people (and doctors) who think Ehlers-Danlos Syndrome and Hypermobility Spectrum Disorder are fake. We have to make sure to monitor any hateful actions.
- If the movement for EDS awareness stops gaining traction on social media, it could halt funds. (Need to find a way to keep it relevant.)
- COVID-19 caused many deaths within the community. If cases rise again, efforts for awareness may dwindle. Being immunocompromised means you can't spread awareness in person.
- There are always going to be ableist microaggressions found within society. It's something to always look out for when speaking to donors or those offering opinions/advice.
- With healthcare coming into question with Roe v. Wade, it's important to watch for health policies that may negatively impact the community.

Threats (EXTERNAL ENVIRONMENT) – Are there external factors (controllable and uncontrollable) that could cause harm for your organization?